Usablenet

sky

# UX RESEARCH DRIVES MOBILE PERFORMANCE

OVERVIEW

Sky is the leading home entertainment and communications provider in the UK and Ireland, extending its reach to over 10 million subscribers. Headquartered in London, Sky operates comprehensive multi-channel, multi-platform services, including satellite broadcasting, broadband and telephone services. Since its launch in 1989, Sky has offered its customers the best in quality entertainment. Now a leader in high-definition television, Sky is setting the standard within the entertainment marketplace.

At the core of Sky's business is a dedication to three key factors: its content, its technology and its customers. Recognizing the growing adoption of mobile, Sky partnered with Usablenet to create a dynamic mobile experience for its rapidly increasing audience of connected customers.

THE CHALLENGE

UX research was conducted by Usablenet in order to explore the concerns and challenges users were experiencing on Sky's mobile site. Navigation of the mobile site, and the transactional Shop Sky in particular, was the primary difficulty identified by research. Shop Sky sits within Sky's responsive mobile site, and supports the e-commerce functionality of the site. The navigation issues users experienced hindered their access to and understanding of Shop Sky's full range of offerings and products. While users could eventually find what they were looking for, it required sifting through multiple pages on the site, and the path to purchase was unclear. This impeded Sky's opportunity for the growth of their customer base, revenue and customer satisfaction.

Key findings from UX research indicated overall usability issues for both new and existing Shop Sky customers. The browsing and research phase of the new customer journey proved to be long-winded,
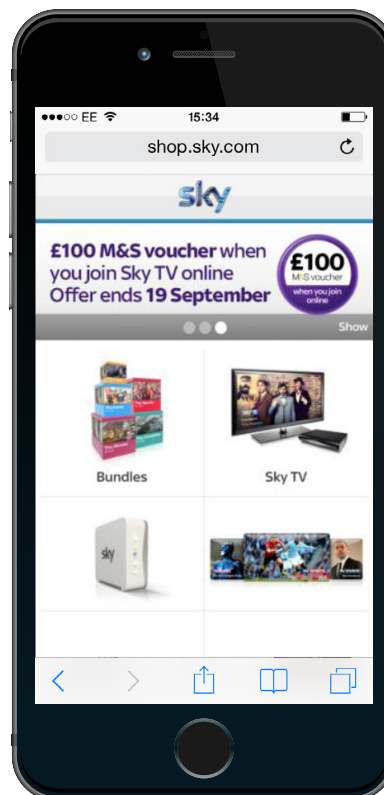
Previous Sky Mobile Site.
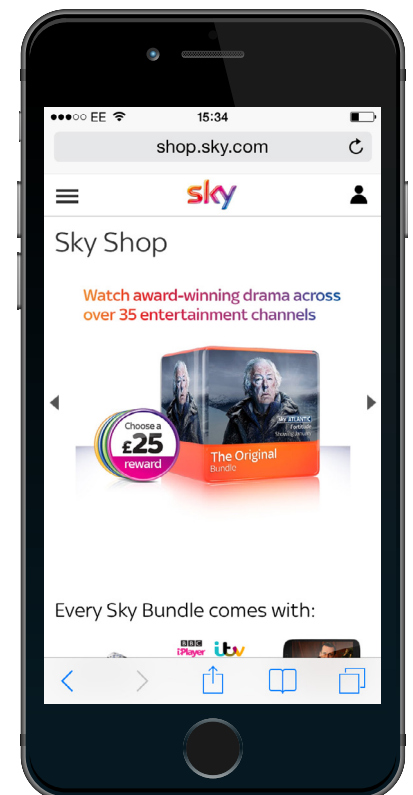
New Sky Mobile Site with UX refresh.

and existing customers had difficulty accessing their account. Usablenet's research informed a UX refresh for Shop Sky on mobile: to improve the new customer journey, allow existing customers to view options available to them directly from their account, and include an easy way to access a main menu to streamline the mobile experience.

THE STRATEGY

Following Usablenet's research and UX design recommendation for a new visual approach, Sky worked with Usablenet to build a customer-centric site and streamline the customer experience by making the mobile site as fast and easy to use as possible. Wanting to provide customers with a superior experience on mobile, Sky transformed Shop Sky into a content-rich, engaging mobile experience. By improving engagement, real-time access, speed, and customer-first mobile activity, Sky optimized the mobile experience to improve both conversion and performance.

THE EXECUTION

Sky set out to launch its site redesign alongside a branding change. Thus, Sky's site redesign had to reflect the values of a refreshed and highly visual brand and work around redirects to a responsive homepage. Usablenet implemented a mobile design that made the re-launched Shop Sky site more visual and maintained consistency across all screens. With a sleek UI that directed Sky's mobile site toward a commercial focus, the new Shop Sky site proved to be consistent with the brand's redesign and to deliver an improved functional shopping experience.

Some of Shop Sky's most notable features include:

1. CUSTOMIZED HOMEPAGE:

Usablenet designed an approach that gave Sky's mobile team the capability to customize the Shop Sky mobile home page, PDP and PLP. Prices and bundles are now presented on the homepage and navigation is simplified with a clear header and navigation bar. The improved UI helped Sky to simplify the buying journey for their customers.

Sky's site displays prices and bundles upfront through customized tiles controlled via U Control. In addition to browsing and buying bundles, Sky users can create their own via the "Build your Bundle" function.
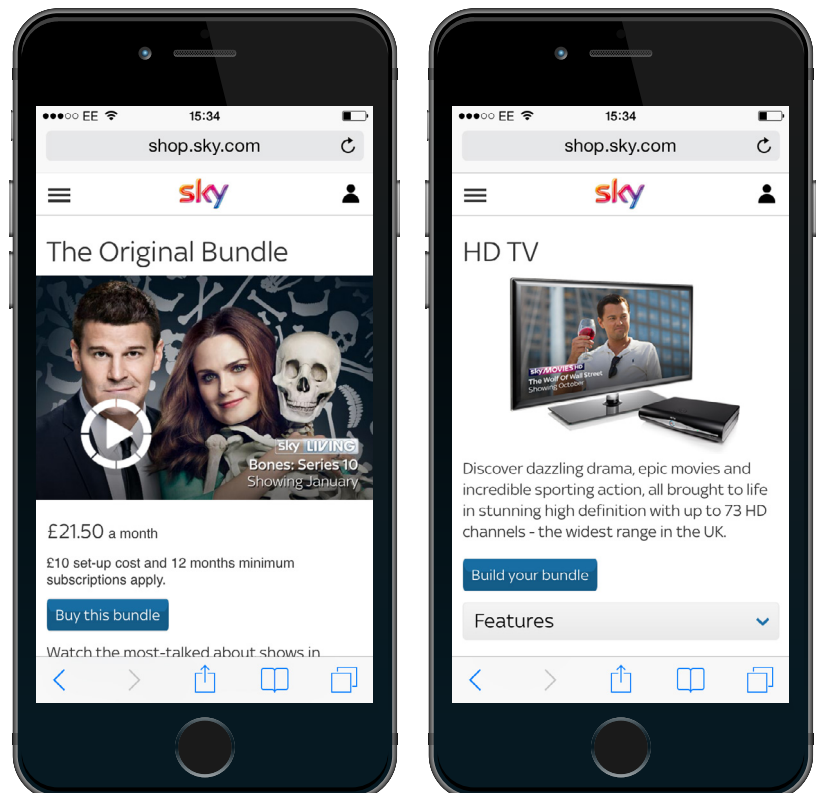
2. CHECKOUT:

To further simplify and shorten the buying journey, Sky's redesigned site offers multiple checkout options. Customers can contact a call center, proceed to secure online checkout, or email their basket to be contacted by a customer service representative at a later time. These options ensure that Sky maintains its commitment to offering its customers product and checkout choices to customize and personalize their journey.

3. LIVE CHAT:

Shop Sky mobile features a direct help live chat feature, allowing customers to instantly, quickly and easily speak to a representative. This direct access gives users the opportunity to raise relevant questions and learn more about product bundles before purchase, without having to contact the call center.
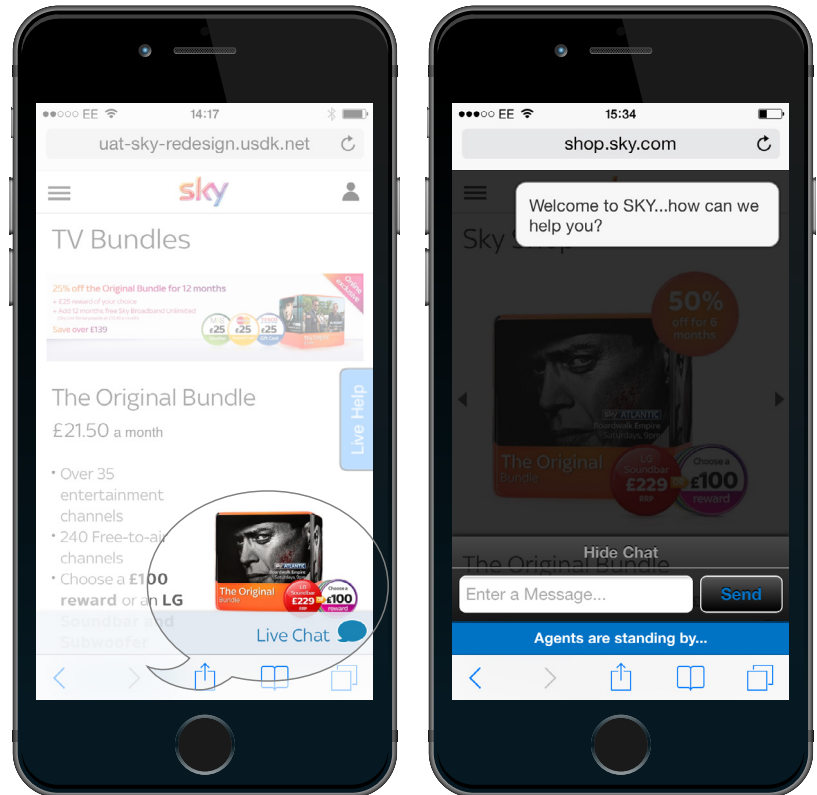
Sky's newly implemented Live Chat feature is offered as users browse through product offerings, serving as an aid to purchase.

4. STORE LOCATOR:

Seeking to offer their customers as much buying assistance as possible and streamline the buying process, the redesign of Shop Sky included a GPS-enabled Store Locator. Using U-Control, each of Sky's local branches has the opportunity to control their own individual store page – a personal touch that sets Sky apart.
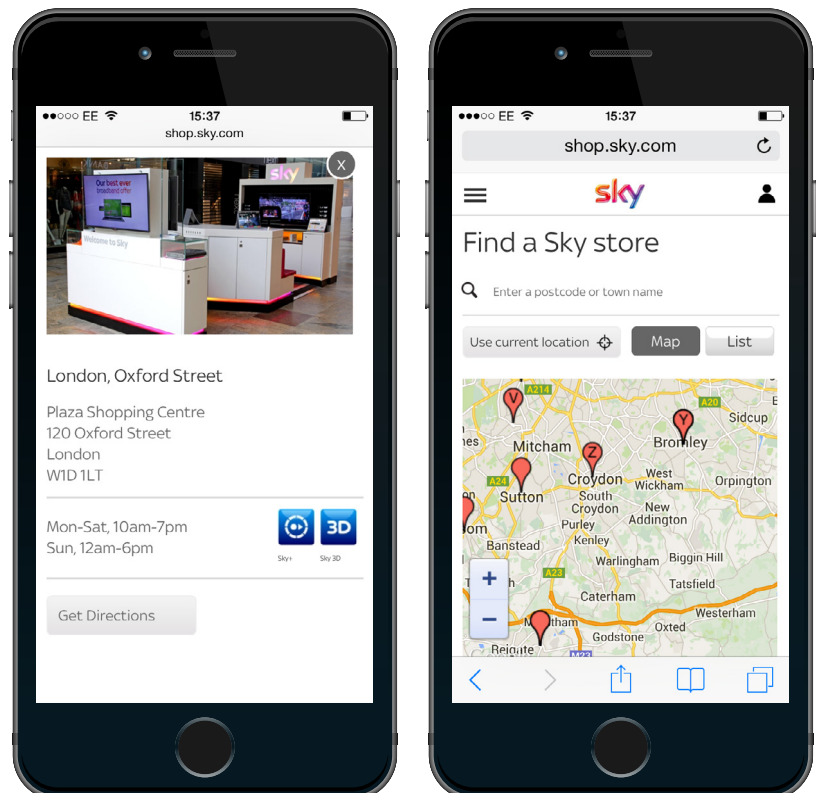
Sky's new Store Locator can detect a user's location, identify the nearest Sky stores and offer users store-specific information (such as address and hours of operation). Each Sky location can customize the local store page, personalizing the offers and information users see when accessing their particular location.

THE RESULTS

Shop Sky's redesign has seen early success since its launch. Mobile sales have dramatically improved, with orders on mobile accounting for 20% of sales: up from the previous 5-10%.

Overall, Sky has seen a 26% uplift in conversions between Q1 and Q4 in 2014, contributed to by the site redesign.

Building to cater to customer needs, the redesign has allowed Shop Sky to offer features and functionalities that streamline and simplify the customer journey on mobile: both during browsing and purchasing.

UX research informed a tailored and personalized mobile refresh, which ensured that Shop Sky's consumers can complete tasks quickly and effortlessly.

Overall, Sky's success following the redesign emphasizes the effectiveness of research-based design, which allows brands to create mobile experiences that deliver what users need in order to ensure both customer satisfaction and loyalty.